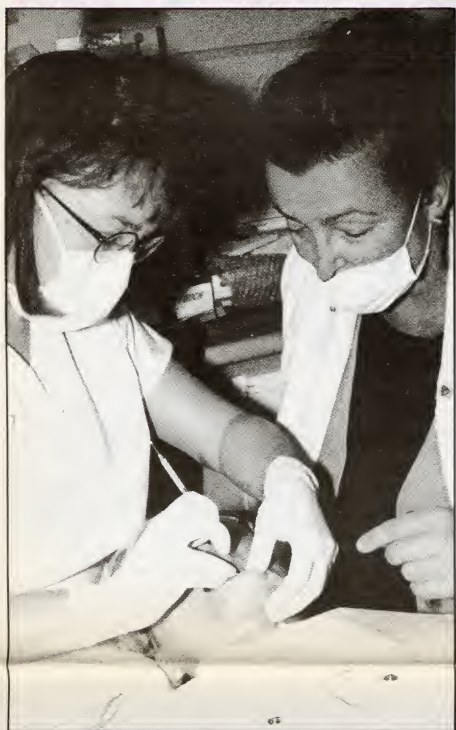


# CITY COLLEGE NEWS

NOVEMBER 1996

GEORGE BROWN COLLEGE

VOLUME 14 NO.3



Dental Hygiene professor Harriet McCabe (right) works with students Bernadette Roung (left) and Suzy Skawinski (centre, acting as patient) in one of the new expanded dental labs constructed this summer at Casa Loma Campus. The new lab has up-to-date infection control facilities and offers more privacy for patients, says McCabe.

## New college dental labs open at Casa Loma

George Brown and leading dental supplier Ash Temple Limited officially opened what are being hailed as the best dental training labs in Ontario on Nov. 6, 1996.

The labs, located at the college's Casa Loma Campus, will be used to train dental assistants,

dental hygienists and denturists.

Thanks to a creative partnership between George Brown and Ash Temple the labs have the latest dental equipment including:

- 36 new chairs and stations in clinical labs for Dental Hygiene

**Continued on page 3.**



The new dental lab has new equipment and room for more students and their patients. Dental services are offered to the public.

## Students need more than job skills, George Brown tells Ontario panel

Colleges such as George Brown need to provide students with a broad education rather than just narrow skills for one job.

That's one of the big messages the college delivered in a presentation on Oct. 17 to the Ontario government panel studying the future of post-secondary education.

"Long-term employability demands skills beyond those specific to a job today," George Brown president Frank Soroichinsky told the panel.

The college also emphasized the importance of academic upgrading programs, the potentially financially crippling effect of higher graduate debt loads, and the relative efficiency of colleges.

George Brown is also in the process of preparing a written submission to the panel containing 23 recommendations for the government.

The panel — which has held several hearings across the province including the Oct. 17 one hosted by George Brown for Metro Toronto colleges and universities — has until December to make recommendations on post-secondary education to Minister of Education and Training John Snobelen.

The panel is chaired by former Queen's University Principal David Smith. Its members are Manulife Financial vice-president Fred Gorbet, Centennial College president Catherine Henderson, former Ontario minister of colleges and universities Bette Stephenson, and Dalhousie University professor David Cameron, a specialist in education policy issues.

Representing George Brown at the panel presentation were Soroichinsky, vice-president of academic and student affairs Maureen Callahan, Board of Governors vice-chair Pat Hatt, Student Association president Susan Deak, faculty member David Parker and support staff member Carolyn Grayston.

The following is the college's presentation delivered by Soroichinsky, and transcribed from his speaking notes:

"Our college's written submission contains 23 recommendations, generally following the format of the discussion paper. I won't attempt to cover the entire submission, although my colleagues will be happy to answer any questions you may have regarding it.

I am going to focus on a few

key points taken from our college perspective.

At a general level, we hope that the responses you receive, together with your deliberations, help to provide not only the direction for future goals for colleges and universities, but importantly, the basis for a vision for post-secondary education in

**"Colleges are now very much in the business of providing education and training that helps with career transition."**

Ontario — one that anticipates what colleges and universities will look like in the future, their respective roles, their interdependence, their linkages with others, an understanding of those they will serve, and their accountability.

We feel that it is within the context of an overall vision for post-secondary education in Ontario that future goals for Ontario colleges will be more meaningful and relevant.

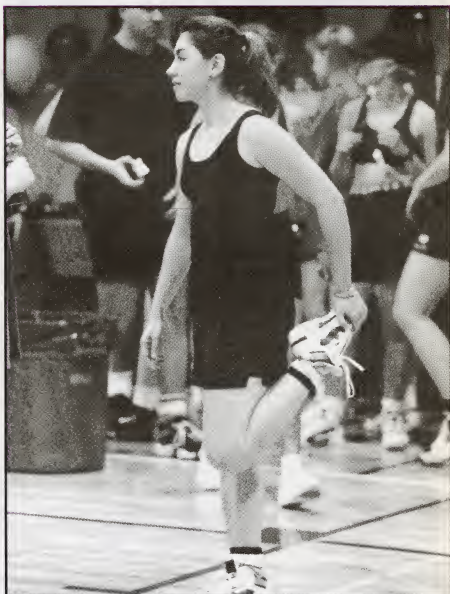
When we look into the future through the lens of a community college, it is clear to us that the student is primary and that we best serve employers and the community when this is so.

When we ask students why they attend college, inevitably at the top, or high on the list, is the need to get a job. That holds true for those coming from high school and those coming from other colleges and universities — which is a growing trend. It is true for those wanting or needing to change employment and obviously true for those who are unemployed.

However, we all know that employment today doesn't mean employment tomorrow. Being equipped with job skills for today doesn't necessarily equip us for the future. Long-term employability demands skills beyond those specific to a job today.

Colleges are now very much in the business of providing education and training that helps with career transition. Almost everyone we serve is either going into a job, moving from one job to another or is in-between jobs. This is likely to be even more so

**Continued on page 2.**



**LONG STRETCH IN THE GYM** - A participant in the recent aerobathon stretches during a break in the four-hour event. More than 200 students and staff took part in the 240-minute workout raising more than \$5,000 for college athletics and scholarships.



## Ontario panel

Continued from page 1.

in the future. We must get better at providing people with the know-how and skills to take more control over the management of their careers.

So what is it that they will need?

At George Brown, exploring the question of accessibility provides us with some important assists in answering that question.

A look at student demographics confirms the real experience at our college and helps us to understand the varying nature of student needs, as well as the circumstances affecting their participation in college programs.

When we look at the students we now serve, it is obvious for us that the traditional flow of students from high school to university or college is no longer predominant and it is likely to become even smaller part in the future. Students are turning to colleges at various stages in their lives and to meet a variety of needs — needs focused on completing or filling-in their preparedness to contribute to work and their community.

Accessibility for us is also about the ability of applicants to develop the prerequisites for post-secondary education as well as the education itself. There is a need to provide preparatory and upgrading programs for adults who are very capable and moti-

vated, but who lack some component — one that prevents them from succeeding and contributing to work and their community. It is not just a nice thing to do, it is necessary, and it can also be cost-effective to appropriately fill in a part that will ultimately make possible a contribution to all of us in the province. If done well, it can.

The need to prepare students with specific job skills will continue and will grow — of that there is no doubt. General education and generic skills are more and more seen by employers as being just as important to the success of our graduates as vocational skills. It is better, and less expensive in the long-run, to equip our graduate to be adaptable to changing job and life circumstances, than to have them forever dependent on institutions providing what could be the "skill of the year," not to mention the potential for their other-than-work contributions to society.

Students in the future will need and demand flexible paths through Ontario's education and training offerings — getting what they need in an efficient way. Students will also increasingly need and demand flexible delivery — getting what they need in a flexible way.

I would like to turn to one of the common threads that run through the Ministry of Education and Training's Discussion Paper, that of costs — who pays and how?

There is no question that costs are of serious importance. We feel that the evidence is clear that colleges far outperformed the elementary and secondary schools in terms of cost per student over the past 15 years. In fact, they far outperformed hospitals and other publicly-funded service providers.

However, we feel there is an even more appropriate basis on which to consider cost issues. That is with an investment orientation as opposed to cost orientation.

The public, through the government, invests in education and training. I have seen data that imply that Ontario provides funds for elementary and secondary schools at greater levels than many other Canadian jurisdictions. I don't believe the same stands for colleges and universities. However, the point I believe to be more crucial regarding funding, from wherever it comes, is that of investing in the future.

A business that concentrates solely on its current operating costs and does not invest in development for the future — be it in product development, process development or human resources development — will not be in business in the long term. Neither will the province's colleges, or if they are they will not be relevant and much of what is spent on them will be a waste of money. We must invest in program development, innovative delivery, and human resources development.

Students, as individuals, invest in their education and training. An issue of even more importance than what portion of total costs they should pay is the question of what value do they get from their investment. That, and our accountability to them, must be our focus.

While recognizing the need to increase tuition, our written submission raises a number of cautions — the effect on access and so on. At this time, I will mention just one overall caution, that of debt load.

The province's debt load has been described as presenting a

## FRANK SOROCHINSKY



Previous communications have focussed on the college's strategic direction. Turning this direction into concrete, meaningful results is a serious challenge in the current fiscal climate.

It is clear that we must seek new sources of revenue to assist us in meeting our education and training strategies. George Brown's new fundraising initiative will be key in this equation.

The fundraising effort, announced at the October meeting of the Board of Governors, will be led by Brian Cooper. As Dean of the Hospitality Centre, Brian has a well-earned reputation for fundraising and building long-term industry relationships with our College. Aspects of George Brown's fundraising initiative summarized by Brian for the board included fundraising purposes, examples of potential fundraising methods, student and staff involvement, organization, funding and next steps for implementation.

Brian will work with each faculty and department across the college to identify ways in which they would like to be involved in, and benefit from, fundraising initiatives. Fundraising could take the form of capital campaigns to support specific projects, special events such as the Casino Night planned for Feb. 14, 1997, a lottery featuring student and staff skills and talents and dozens of other ideas. Indeed, there is potential for every interested member of the college community — staff, students and alumni — to get involved in this initiative. We need and welcome your participation.

Funds raised through our efforts will be put to useful program, student, staff and facility purposes. Potential donors will be offered a "menu for giving." For example, they may wish to fund the development of new college programs; provide updated equipment and facilities; finance staff development projects; or expand bursaries and scholarships for our students.

Fundraising efforts will become self-funding, with a small portion of donations used to cover the costs of raising funds. The George Brown College Foundation has generously agreed to invest up to \$95,000 for start-up costs and to serve as the organizational vehicle for fundraising. The foundation will contract a professional fundraiser to work with Brian and the foundation. To kick off their enhanced role in support of the College, Bob Bradley, foundation president, announced a \$25,000 donation to the college's scholarship fund so that the college may apply for a matching grant under the terms of the new Ontario Student Opportunity Trust Fund.

It is my hope that this new fundraising initiative will expand and strengthen our base of long-term and mutually beneficial partnerships with businesses, organizations and individuals in our community. This is just one of the ways that will help us gain greater control of our future, by enhancing our ability to put our strategic plans into action. It can also be a lot of fun!

Frank Sorochinsky is president of George Brown College.

Continued on page 4.

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## United Way fills funding gap

Government funding cutbacks have hit the city's social agencies hard but staff can help pick up the slack with their United Way pledges, says Hospitality dean Brian Cooper, who is co-ordinator of the college's United Way campaign.

"All around the city we see visible signs of increased need. We see greater need for the emergency shelters that provide service to Toronto's 29,000 homeless people, greater need for the crisis counselling that helps the 46,000 abused women every year, and greater need for the shelters that give these women and their children a safe place to stay," he says.

Staff who want to contribute

to their favourite charity or cause rather than supporting all agencies can do so through the United Way by stating their choice for giving on their pledge form, Cooper says.

The United Way distributes funds to more than 205 social service or health-related agencies in Metro Toronto.

Staff who have yet to return their personalized United Way pledge cards should do so soon, says the college's United Way campaign co-ordinator.

More staff pledges are needed if the college is to reach its campaign goal and contribute to the overall success of the Greater Toronto United Way in this time of need, Cooper says.



## NEWS SHORTS

### COLLEGE-TRAINED WRITERS TO CELEBRATE WITH EVENING OF READINGS

Creative writers whose work has been developed in George Brown continuing education courses will be celebrated at a special evening of readings on Tuesday, Nov. 12. Ten writers — including poets, playwrights, and screen writers who have had their work published or produced are scheduled to read starting at 7 p.m. in the main floor lecture theatre at St. James Campus (200 King St. E.). The evening will also feature short private reviews and critiques of unpublished poetry by poet John Oughton, who is president of the League of Canadian Poets. One highlight of the evening will be a reading by Anne Sneed of part of her play Jigsaw Puzzle, which will be performed by Theatre Aquarius in February, 1997. Another will be a poetry reading by Maureen Hynes of George Brown's School of Labour. The event, and poetry reviews, are free and open to the public. For information call 415-2092.

### STUDENT LOANS TO BE MAILED OUT IN JANUARY

George Brown's Financial Assistance Office will be mailing out January disbursements of Ontario student loans to students to improve service. Financial Assistance Manager Audrey Albert says if students have moved or want to pick up the disbursement they should contact the office soon. "The mailing address used for students will be the address currently on file with the Ministry of Education and Training. If students want the loan certificate to go to a different address they should complete a change of address form in the Financial Assistance Office by Nov. 11, 1996. If students would rather pick up the loan certificate from the office in January they should let our office know that in writing by Nov. 20, 1996. Only Ontario Student Loan Certificates received by Dec. 16, 1996 will be mailed out. All others will be available for pick up from our office in January. Outstanding tuition fees or emergency loans will be deducted from the loans prior to mailing," she says. For more information call the Financial Assistance Office at 415-2476.

### PROPERTY MANAGEMENT PROGRAM TAKES THE FAST TRACK IN JANUARY

George Brown's Faculty of Business is offering a fast track into a career in property management. It's planning to run a full-time Property Management program starting in January, 1997, with four semesters running back-to-back. That means students will earn their diplomas by the spring of 1988 and start their careers managing all types of properties including condos, commercial buildings and offices. The program includes one day of work experience a week. For more information call 415-2626.

### BALLET JORGEN PERFORMS FOR STUDENTS AT CASA LOMA AND ST. JAMES

Bouncing basketballs gave way to ballet in the Casa Loma gym on Oct. 21 as the Ballet Jorgen Company celebrated their arrival on the campus with a free performance for students and staff. The half-hour program included a jazzy modern dance to a Billie Holliday song as well as traditional ballet with part of the Nutcracker Suite. A similar performance was also held in the student lounge at St. James Campus. Ballet Jorgen is partners with George Brown in operating the School of



**THE BOYS OF FALL** - George Brown third-baseman Andre Contraeras swings at the ball during a recent game with Queen's University. The college's Huskies intervarsity baseball team played 16 games in its second full season of play, but failed to register a win. Photo by Tony Golea.



**AWARD WINNER** - Toby Isaacs (centre left) of the George Brown College Seniors Association chats with Activation Co-ordinator student Karen Tyrrell (centre right) who was given a \$300 award by the association recently. Looking on is Community Services dean Michael Cooke (left) and

Activation Co-ordinator teacher Barbara Librach. The Activation Co-ordinator program teaches people how to work with senior citizens. The college's seniors association sponsors a variety of part-time day courses designed for seniors.

## Dental labs

Continued from page 1.

- 15 new chairs, a new 25-station lab, and a new plaster room for Denturism students.
- 10 updated X-ray rooms, including a state-of-the-art Panorex X-ray machine.
- Expanded dispensing and sterilizing facilities to meet all current industry requirements.

The new labs, at 175 Kendal Ave., will allow the college to increase the number of students it trains and the number of patients it accepts. Dental service in the clinical labs is free and open to the general public.

George Brown College president Frank Sorochninsky says the new labs are a good example of partnership between the college and the private sector that results in higher quality training in a strategic sector.

"College staff have worked closely with Ash Temple in designing these new facilities that will benefit students and our community for years to come," he says.

"Ash Temple Limited is honoured and privileged to contribute to dental education and patient treatment through its participation in the planning, construction and installation of an outstanding teaching facility," says Cy Elborne, president of Ash Temple Limited.

George Brown College has been a leading educator of dental staff for more than 20 years. It offers a wide range of full-time programs and part-time professional development courses in the areas of dental technology, dental assisting, dental hygiene, and denturism. It is the sponsor of the International Denturist Education Centre which offers specialized training across Canada, as well as in Europe and the United States.

Ash Temple Limited is an employee-owned Canadian company founded in 1895 in Toronto. As a dental distributor, the company serves its clients from coast to coast through 14 full service centres. The Ash Temple Group of companies includes subsidiaries, Dentech Products Inc., a manufacturer of dental operatory equipment, A-Tech Inc., a manufacturer of dental cabinetry, and Microbex Aseptics Inc., a manufacturer of

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# NOVEMBER EVENTS

Oct. 31 to Nov. 17 - George Brown Theatre presents *Orpheus Descending* by Tennessee Williams, directed by David Ferry. Wednesdays to Saturday performances at 8 p.m. Saturday and Sunday matinees at 2 p.m. Presented at the George Brown Theatre building 530 King St. E. Tickets are \$10 and \$8. For reservations and information call 415-2167.

Nov. 12 - Writing Celebration Night, 7 p.m. Lecture Theatre, St. James Campus (200 King St. E.). Hear published writers read from their work and bring your poetry in for a free private review by the president of the Canadian League of Poets. For information call 415-2092.

- Staff workshops in November include: Accomplishments-based Resume Writing (Nov. 12), New Venture Development (Nov. 13), The Three Rs for Thriving: Risk, Resilience and Resourcefulness (Nov. 14), Humour in the Workplace (Nov. 15), Writing that gets Results (Nov. 19), Prior Learning Assessment Update and Overview (Nov. 21), Portfolios in the Classroom: One Day Institute (Nov. 27), and Fundamentals of Co-operative Learning (Nov. 28). For information about any of these workshops call the Staff Resource Centre at 415-4661.

Nov. 13 - Low-cost hairdressing for women and men at the George Brown salon at Casa Loma Campus (160 Kendal Ave.) Wednesdays, Thursdays and Fridays from 9 a.m. to 1 p.m. Apprentice cuts, colour work and perms supervised by professionals. No appointment necessary, but come early for any chemical work. For information call 415-4853.

Nov. 14 - Women's volleyball vs. Redeemer College. 7:30 p.m., Casa Loma gym.

Nov. 20 - Intersvarsity Basketball: Women's team plays Durham College at 6 p.m., Men's team plays Centennial College at 8 p.m. St. James gym.

Nov. 26 - Annual general meeting of the George Brown Student Association. 5 p.m., Casa Loma Student Lounge. Topics to be discussed: 95/96 audit, health plan, budget, student fees, athletics, student representative councils, and chartered organizations. All students are welcome to attend. For information call 415-2455.

Nov. 26 and 28 - Staff Workshop: Minute-taking. 2:30 to 4:30 p.m., St. James Campus (200 King St. E.) Room 285C. Learn how to take accurate and effective minutes of meetings. Presenter: Joan Hamilton, of The Minute-Takers. For more information call the Staff Resource Centre at 415-4661.

Dec. 2 - Information Session: Explore a career in written communication. 7 p.m., St. James Campus Room TBA. Find out about George Brown's continuing education certificate programs. To reserve a seat or for information call 415-2092.

Dec. 7, 14, and 21 - George

Brown Theatre presents *Sleeping Beauty*, a family musical with music by Norman Sachs lyrics by Barbara Fried, directed by Heinar Piller. Performances on each day at 1 and 3 p.m. in the Hart House Theatre (7 Hart House Circle) at the University of Toronto's downtown St. George Campus. Tickets are \$7 (general admission), \$5 (college students and staff), and \$2.75 (groups over 20). For reservations call 978-8668. Group orders call 415-2167.

Upcoming: Office Closing: All Student Affairs offices will be closed on Friday, Dec. 13 for a departmental retreat. All offices — including the director's office, alumni, athletics and student life, counselling and career services, deaf and hard-of-hearing services, financial assistance, special needs and student success — will

## Ontario panel

Continued from page 2.

situation where too much of government revenue is needed to service debt, leaving fewer and fewer financial resources to stimulate the economy and growth.

We must be equally careful to ensure that we don't, by our policies, create graduates with debt loads that require too significant a portion of their income to service. They then, like the province, will not be able to financially support an expanding economy. We will lose as a result.

The private sector investment in Ontario education, by the amount invested directly as pointed out in the discussion paper, is rather low, and yet some of the best examples of strong and successful college programs are so because of partnerships between colleges and employers.

At George Brown, we have numerous examples ranging from long-standing and productive relationships with hospitality-sector employers through the Ontario Hospitality Institute to newer partnerships with emerging industries, such as our newly developed financial planning programming in concert with the financial planning sector.

Anything that can be done to stimulate greater participation by employers will serve to enhance the relevance of our programs and make better use of common resources. Our students, the employers, and prospective employers, will be the winners.

In summary, we have made 23 recommendations. A number require action by the Ministry. I do not want to leave, in any way, the impression that we are not getting on with what we, as a college, can do in the interest of high quality education and training.

## CITY COLLEGE NEWS

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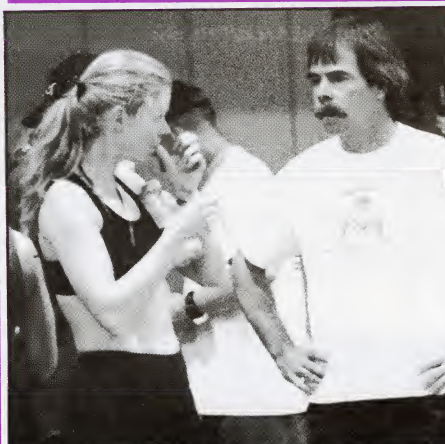
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George Brown



The City College



**FITNESS FOLK** - Fitness and Lifestyle Management teacher Beau Kent (right) chats with one of the program's students during a break at the recent aerobathon. Fitness students took turns leading aerobic sessions during the event.

George Brown College has been going through a major transition. Our college has delivered a very significant volume of training programs sponsored by the federal government - e.g. apprenticeship training. Massive reductions in federal funding support for this programming, in addition to provincial funding reductions for post-secondary and other programming, has caused our college to be affected much more so than most others.

We have eliminated courses and implemented significant cost reductions across the college. Our new strategic direction focuses on what we do well and on that for which there is need and potential for growth.

Our faculty, support staff and administration are working in more productive and innovative ways to meet the needs of our students. They are developing improved and new programs that meet emerging student, employer and community needs.

Our college is working co-operatively with other colleges, particularly those in Metro Toronto to avoid unnecessary duplication and to better take into account Metro-wide student needs. Our college is also forging new productive partnerships with other educational institutions and with employers.

The colleges of Ontario represent good value for the taxpayers of Ontario. I feel it is the best value of any publicly-funded deliverer of education and training. Of course we can, and should, and will get even better.

The colleges of Ontario contribute to the economic and social development of the province. The economic growth the government wants to stimulate will need highly skilled and educated workers to support it. The colleges can be true partners in helping to make it a reality. Colleges are part of the solution!"

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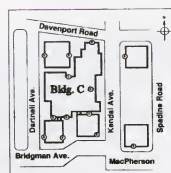
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